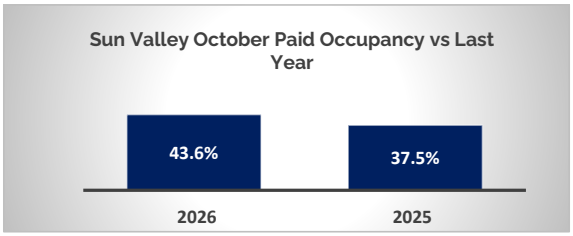
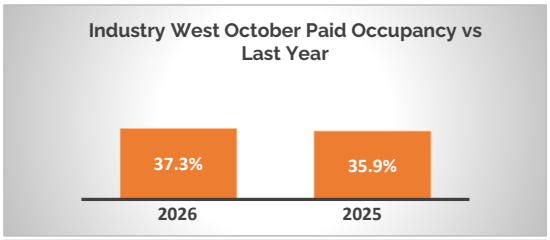
VISIT SUN VALLEY

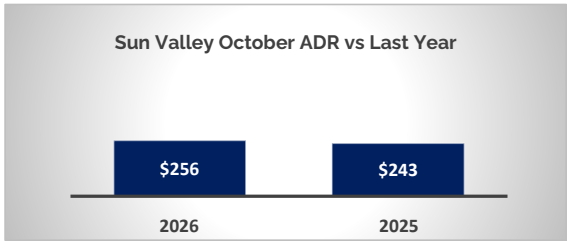
RESERVATIONS ACTIVITY REPORT
Executive Summary

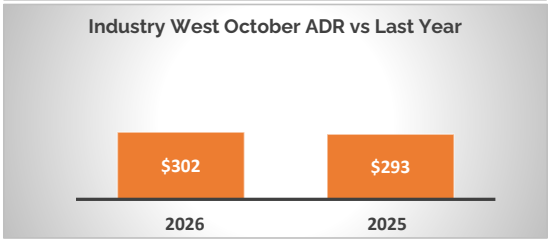
Destination: Sun Valley **Bookings as of October 31, 2026**

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 779 Units ('DestiMetrics Census'*) and 49.5% of 1,573 total units in the Sun Valley destination ('Destination Census'**)









Sun Valley				
October (Actual)	**2026/27**	**2025/26**	**Sun Valley - Year over Year % Difference**	**Industry West - Year over Year % Difference**
Paid Occupancy	43.6%	37.5%	16.2%	3.9%
ADR	$256	$243	5.4%	3.2%
November (On The Books)				
Paid Occupancy	16.1%	15.0%	7.4%	-6.1%
ADR	$218	$221	-1.4%	2.6%
December (On The Books)				
Paid Occupancy	18.2%	20.9%	-13.0%	-4.6%
ADR	$532	$552	-3.6%	-3.8%
January (On The Books)				
Paid Occupancy	17.0%	20.9%	-18.6%	-7.7%
ADR	$414	$410	1.1%	-1.3%
February (On The Books)				
Paid Occupancy	26.5%	32.7%	-19.1%	-1.8%
ADR	$482	$469	2.7%	2.1%
March (On The Books)				
Paid Occupancy	22.3%	15.1%	47.3%	-11.7%
ADR	$406	$427	-5.0%	-3.8%
April (On The Books)				
Paid Occupancy	8.6%	3.5%	144.1%	-16.0%
ADR	$259	$235	10.2%	-12.4%

Paid & Unpaid (DOR) Pure Occupancy	**2026**	**2025**	**Sun Valley - Year over Year % Difference**	**Industry West - Year over Year % Difference**
October	50.5%	43.8%	15.3%	0.3%
Summer Season	56.0%	53.2%	5.3%	0.0%

Historic Looking,

Sun Valley occupancy for October was up 16.2% versus last year accompanied with a rate increase of 5.4%. Occupancy for the past six months (May-Oct) was up 4.8% accompanied with an increase in rate of 2.1% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for November is up 7.4% while there is a decrease in rate of -1.4%. Occupancy on-the-books for the upcoming six months (Nov-Apr) is just slightly up 0.9% while rate is down -4.5% compared to the same time last year.

* DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.
** Destination Census: The total number of rooms available for rental within the community as established by Visit Sun Valley and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

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